

## CONTRACT

KITV  
HAWAII

**KITV**  
**801 South King Street**  
**Honolulu, HI 96813**  
**(808)535-0400**

www.KITV.com

And:

**Buying Time, LLC.**  
**650 Massachusetts Ave NW**  
**Ste 210**  
**Washington, DC 20001**

<b>Contract / Revision</b> 911845 /		<b>Alt Order #</b> 07874541
<b>Product</b> VOTE VETS		
<b>Contract Dates</b> 05/23/12 - 05/29/12		<b>Estimate #</b> 1910
<b>Advertiser</b> Vote Vets Action Fund		<b>Original Date / Revision</b> 05/16/12 / 05/16/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KITV	<b>Account Executive</b> Shepard Ritzen	<b>Sales Office</b> Eagle-Philadelp
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 144	<b>Product Code</b> 142
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	05/26/12	05/26/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	-----S-				1	\$150.00			
N 2	KITV	05/23/12	05/25/12	GMA M-F	7-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--W-F--				2	\$150.00			
N 3	KITV	05/28/12	05/28/12	GMA M-F	7-9am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	M-----				1	\$150.00			
N 4	KITV	05/23/12	05/24/12	GMA M-F	7-9am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$200.00			
N 5	KITV	05/28/12	05/29/12	KITV 4 News This Morning	6-7am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MT-----				2	\$200.00			
N 6	KITV	05/23/12	05/24/12	KITV News At 5	5-5:30pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$500.00			
N 7	KITV	05/28/12	05/29/12	KITV News At 5	5-5:30pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MT-----				2	\$500.00			
N 8	KITV	05/23/12	05/24/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$350.00			
N 9	KITV	05/28/12	05/29/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MT-----				2	\$350.00			
N 10	KITV	05/23/12	05/24/12	KITV News At 10	10-1035pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$600.00			
N 11	KITV	05/28/12	05/29/12	KITV News At 10	10-1035pm		:30			NM	2	\$1,200.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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**801 South King Street**  
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<u>Contract / Revision</u>	<u>Alt Order #</u>
911845 /	07874541

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/23/12 - 05/29/12	VOTE VETS	1910

<u>Advertiser</u>	<u>Original Date / Revision</u>
Vote Vets Action Fund	05/16/12 / 05/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 05/28/12   06/03/12   MT-----   2   \$600.00												
N 12	KITV	05/27/12	05/27/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 05/21/12   05/27/12   -----S   1   \$150.00												
N 13	KITV	05/27/12	05/27/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 05/21/12   05/27/12   -----S   1   \$500.00												
<b>Totals</b>											<b>22</b>	<b>\$7,850.00</b>

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
04/30/12 -05/27/12	13	\$4,400.00	\$3,740.00	\$176.23	\$3,916.23
05/28/12 -05/29/12	9	\$3,450.00	\$2,932.50	\$138.18	\$3,070.68
<b>Totals</b>	<b>22</b>	<b>\$7,850.00</b>	<b>\$6,672.50</b>	<b>\$314.41</b>	<b>\$6,986.91</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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123

Rep Firm  
Sales Office ( PHILADELPHIA  
Salesperson ( SHEPARD RITZEN  
Salesperson Phone# 215-557-4203  
Salesperson FAX#

Salesperson FAX#

--- REMARKS ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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[illegible]

Station KITV-TV HONOLULU  
 Advertiser ( ) VOTE VETS.ORG  
 Product VOTE VETS  
 Estimate# 1910  
 Buyer KRISTA MURRAY  
 Phone#  
 Fax#  
 Agency ( ) BUYING TIME, LLC  
 650 MASSACHUSETTS AVE NW, SUITE 210  
 WASHINGTON, DC 20001  
 Agency C/P1/P2/E 144/142/1910  
 Flight Dates 05/23/2012 - 05/29/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) SHEPARD RITZEN  
 Salesperson Phone# 215-557-4203  
 Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	8	W-TH	1030P-11P	LT NEWS	:30	\$350.00	05/23-05/24	2	1	2	\$700.00	
	Buyline Comment: LT NEWS											
	9	M-TU	1030P-11P	LT NEWS	:30	\$350.00	05/28-05/29	2	1	2	\$700.00	
	Buyline Comment: LT NEWS											
	10	W-TH	10P-1030P	10P NEWS	:30	\$600.00	05/23-05/24	2	1	2	\$1,200.00	
	Buyline Comment: 10P NEWS											
	11	M-TU	10P-1030P	10P NEWS	:30	\$600.00	05/28-05/29	2	1	2	\$1,200.00	
	Buyline Comment: 10P NEWS											
	12	SU	6A-8A	SU NEWS	:30	\$150.00	05/27-05/27	1	1	1	\$150.00	
	Buyline Comment: SU NEWS											
	13	SU	5P-530P	5P NEWS	:30	\$500.00	05/27-05/27	1	1	1	\$500.00	
	Buyline Comment: 5P NEWS											

---REPORT TOTALS---

Report Totals: 22 / \$7,850.00

---SALES MONTHLY TOTALS---

May 12: 13 / \$4,400.00 Jun 12: 9 / \$3,450.00  
 Sales Totals: 22 / \$7,850.00  
 Station Totals: 22 / \$7,850.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$28,977  
 CABL 0% CBIA 0% CBLB 0% INDB 0% INTA 0%  
 KFVE 0% KGMB 18% KHNL 6% KHON 48% KITV 27%  
 NITV 0% UNKN 0%

Rep Order# 7874541 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 05/16/2012 9:05 AM  
Last Received: 05/16/2012 7:07 AM  
Showing Buylines: All Lines

3 of 3

Station KITV-TV HONOLULU  
Advertiser ( ) VOTE VETS.ORG  
Product VOTE VETS  
Estimate# 1910  
Buyer KRISTA MURRAY  
Phone#  
Fax#

Agency ( ) BUYING TIME, LLC  
650 MASSACHUSETTS AVE NW, SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 144/142/1910  
Flight Dates 05/23/2012 - 05/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) SHEPARD RITZEN  
Salesperson Phone# 215-557-4203  
Salesperson FAX#

---COMPETITIVE COMMENTS---  
NEW ORDER

Books MAY12  
Demos RA35+